GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4015
ANSWERED ON:23.03.2001
MODI ENTERTAINMENT NETWORK
ANNA SAHEB M.K. PATIL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan has requisitioned the services of Modi EntertainmentNetwork to monitor the contract of Doordarshan channels by the Cable operators;

(b) if so, the details thereof;

(c): the reasons for requisitioning the services of private company;

(d): whether any payment has to be made for providing this service; and

(e) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Yes, Sir.

(b)&(c): Prasar Bharati have intimated that with a view to ensuring distribution of good quality signal of Doordarshan channels through cable network throughout the territory of India and promotion and monitoring of some of its channels, Doordarshan has entered into an agreement with M/s Modi Entertainment Network Ltd. This arrangement has beenmade as Doordarshan does not have adequate infrastructure to carry out the above task.

(d)&(e): As per the agreement, DD has to pay Rs. 16.66 lakhs per month to M/s Modi Entertainment Network for their services.